



R.Saravanan

Agricultural Extension

Worldwide Innovations

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Edited by:

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Dedicated to :

My Beloved Professors

Dr. V.Veerabhadraiah

&

Dr. N.S. Shivalinge Gowda

*Whose inspiration and guidance during my post graduation
and doctorate degree programmes put me in the right
tract of academic and professional career.*

PREFACE

Agricultural extension is in a great transition period. Global movements for reforming the national extension systems are underway. Agricultural extension has witnessed spectacular structural and functional changes to meet the global challenges in the agricultural sector during the last two and half decades in most countries across the continents. The agriculture knowledge infrastructure is evolving in a big way with the emergence of pluralistic extension factors and innovations to cater to the needs of the farmers. Considering the present global extension scenario, this book is an attempt to document the recent developments in the agricultural knowledge information systems. Compilation of the fourteen country chapters is intended to present the experience of worldwide extension systems and their reform measures such as: decentralization, privatization, demand-driven and cost-recovery approaches. Further, chapters highlight the institutional pluralism such as: public, private, farmers' associations/ co-operatives, NGOs extension and innovations like farmer to farmer extension, gender specific extension, participatory, group approach/ self-help group approaches and ICT initiatives.

I sincerely believe that the agricultural extension students, teachers, practitioners, administrators and policy makers will find this compilation of extension experiences from the fourteen

countries relevant to designing future reforms, advancing pluralistic extension system and also integrating innovations in their extension approaches.

I express my sincere thanks to all the authors for their scholarly contribution. I thank Dr. Ph. Shanamacha Sharma for going through the manuscript and language editing. I gratefully acknowledge the strong support of my parents and sisters during this endeavor. I express a special note of thanks to my wife, Mrs. Indra Devi, for her continuous motivation and encouragement during the manuscript preparation.

2008
Pasighat, India

R. SARAVANAN

GENERAL OUTLINE OF THE COUNTRY WISE CHAPTERS

1. Basic Information and Agrarian Status of the Country
2. Brief Historical Background of the Agricultural Extension Services
3. Current Forces of Change /Challenges of Agricultural Extension
4. Current Public Extension Approaches
 - 4.1. *National / State / Provincial Governments / Agricultural Universities / Donor Agencies / Any other Public Extension System*
 - 4.2. *National Policy/ Strategy on Agricultural Extension*
5. Extension Reforms and Institutional Pluralism
 - 5.1. *Decentralization of Public Extension System*
 - 5.2. *Commercialization of Extension Services*
 - 5.3. *Privatization of Public Extension*
 - 5.3.1. Attitude of stakeholders
 - 5.3.2. Farmers willingness to pay
 - 5.3.3. Privatization examples
 - 5.4. *Private Extension*
 - 5.4.1. Agricultural consultancies
 - 5.4.2. Agri-business firms

- 5.4.3. Mass media
 - 5.4.3.1. TV, Radio, Newspapers, Magazines
 - 5.4.3.2. ICT initiatives (Internet, Telephone, Farmer Call Centres, Decision Support Systems, e-Portals, *etc.*,)
- 5.4.4. Commodity organizations/ Producer organizations
Farmers' associations/ Co-operatives
- 5.4.5. Non-Governmental Organizations (NGOs)
- 6. Public-Private/ NGOs Partnerships
- 7. Innovations in Agricultural Extension
 - 7.1. *Farmer-Farmer Extension*
 - 7.2. *Participatory Approaches*
 - 7.3. *Group Approach/ Self-Help Group Approach*
 - 7.4. *Gender Specific Extension*
- 8. Areas of Focus Beyond Technology Transfer
 - 8.1. *Environmental Extension*
 - 8.2. *AIDS Awareness*
- 9. Alternative Financing Mechanism
 - 9.1. *Private Financing*
 - 9.2. *Decentralized Financing*
 - 9.3. *Cost –Sharing*
- 10. Experience of Extension Approaches
 - 10.1. *Client Orientation*
 - 10.2. *Accountability*
 - 10.3. *Client Satisfaction*
 - 10.4. *Sustainability*
 - 10.5. *Scaling-up*
 - 10.6. *Impact*
- 11. The Way Forward
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About the Editors

Agricultural Extension Worldwide Innovations

Agricultural extension is in a great transition worldwide. The demand for public extension reform is greater than ever before. The agriculture knowledge infrastructure is evolving in a big way with the emergence of pluralistic extension actors and innovations to cater the needs of the farmer. This book is an attempt to document the past experiences and recent developments in the agriculture knowledge information systems. The compilation of 14 countries such as; Afghanistan, Benin, Cote d'Ivoire, Ghana, India, Iran, Mozambique, Nepal, Peru, Philippines, Trinidad and Tobago and Zimbabwe is intended to document the experience of extension systems. The fourteen countries highlight the worldwide agricultural extension reform measures (Decentralization, Privatization, Demand driven and Cost-recovery approaches), Institutional Pluralism (Public, Private, and NGOs) and Innovations (Farmer to Farmer extension, Participatory and Self-Help Group (SHG) approaches and ICT initiatives). The agricultural extension students, academicians, scientist, practitioners, administrators, and policy makers will find this compilation of extension experiences from the fourteen countries relevant for designing future reforms, advancing pluralistic extension system and also to integrating innovations in their extension approaches.

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